

Types of Customer Data

- Geographic Data
 - Address Data
 - MSA, Census Tract, Lat/Lon, County, Bar Code ...
- Demographic Data (What You're Like)
 - Name, Address, Phone Number
 - Income, Marital Status, Mail Buyer, Homeowner ...
- Psychographic Data(What You Like)
 - Lifestyle indicators, Outdoors Enthusiast, Gardening, Book Reader ...



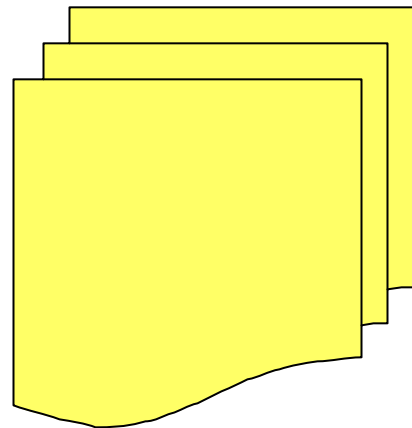
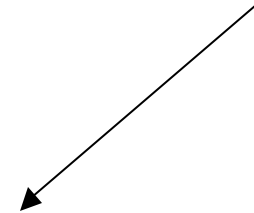
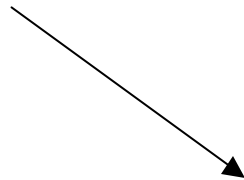
Name, Address, Phone,
Homeowner Data, Census
Level Data



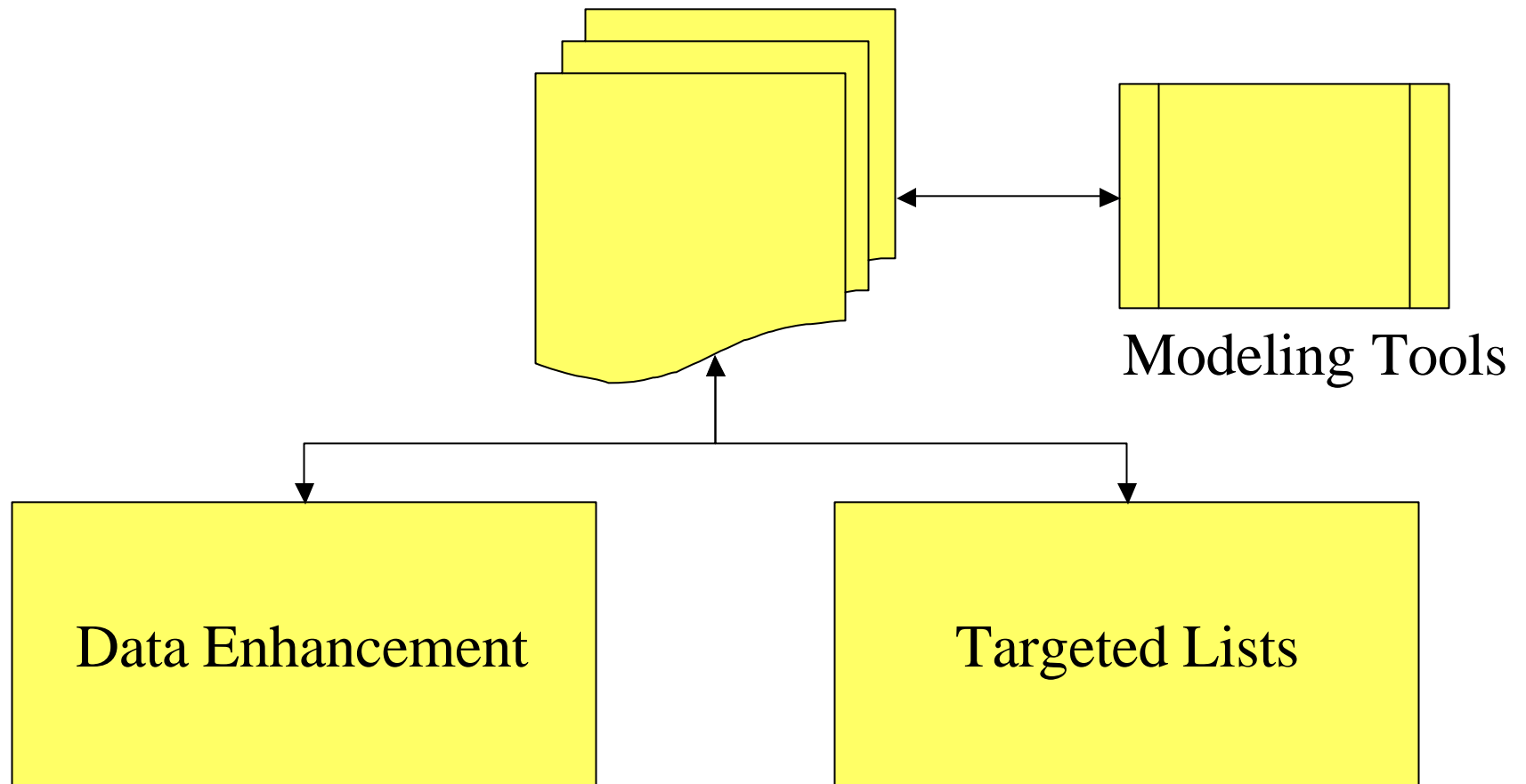
Self Reported Data
Demographic &
Psychographics



Affinity Modeling
And Self Reported
Data from Subscriptions
And Registrations



Extraction, Transformation
& Loading



Aggregated Public Record, Self Reported
& Modeled Data